

MINUTES

MEETING OF: CITY OF CARLSBAD ARTS COMMISSION
DATE OF MEETING: Thursday, Feb. 5, 2015
PLACE OF MEETING: Cultural Arts Office
2955 Elmwood Street
Carlsbad, CA

CALL TO ORDER:

Chair Tina Schmidt called the meeting to order at 9:00 a.m.

ROLL CALL:

Present: Commissioners Alter, DeForest, Markovits, Schmidt, Voll and White
Absent: Johnson
Staff Present: Vincent Kitch, Cultural Arts Manager; Steve Didier, Senior Management Analyst

APPROVAL OF MINUTES:

By proper motion (DeForest/White) and vote the minutes of the Dec. 4, 2014 regular meeting of the City of Carlsbad Arts Commission were approved.

DISCUSSION AND ACTION ITEMS

The Community Art Grant for North Coast Singers was discussed and approved unanimously (Alter/Markovits).

Chair Schmidt presented the results of the performance measures and resident survey report. She reported that the level of satisfaction for arts and culture in the city was reported at 82%, a decrease from 2010 when that number was 87%. Schmidt asked each of the commissioners to give their reactions and present opportunities for increasing the satisfaction level.

Commissioner White suspects that there are many people who do not participate in art and cultural activities in the city and may not be aware of these opportunities. He also discussed the possibility that people may be confused by the term "cultural arts." White believes that we need to communicate events and get people involved so they are more aware of opportunities.

Commissioner DeForest is not concerned about a decreasing number. He believes that signifies that residents want more art. They may be dissatisfied that there is not enough art in Carlsbad. He also discussed statistics and pointed out that when the margin of error is included the changes in these two statistics become insignificant. He encourages the Cultural Arts Office to try new things such as the recent success with Foreign Film Fridays.

Commissioner Markovits believes that statistics should be taken with a grain of salt. She believes that it would be ideal to target events to specific demographics with the information being quick and focused to the target audience. Word of mouth is an excellent way to get people involved. She would prefer that the department be renamed to Arts and Entertainment Office which would be easier for the general public to understand.

Commissioner Markovits would like to see more public art throughout the city in major corridors and changeable electronic signage highlighting upcoming events.

Commissioner Voll would like to see a community calendar as was available pre 2008.

Commissioner Alter pointed out that we do not know the demographics of those who participated in the survey nor the exact questions asked, it may be difficult to trust the information. He also pointed out that many people may not be looking at things such as concerts in the parks as being cultural arts. They may be

viewed as recreation. Thus there may be some confusion amongst the residents as what is considered art vs. recreation. He would like to see events come to people rather than people come to events. An example he gave was concerts at the malls.

The Arts Commission discussed the draft of the Village and Barrio Master Plan. Chair Schmidt pointed out the boundaries of the village and barrio, new buildings, and traffic plans. She pointed out that commissioners can give their opinion on the website designed for public comments.

The Arts Commission discussed recent correspondence between Carlsbad Friends of the Arts, City Council and Director Pizzuto regarding relocation of the Cultural Arts Office and Friends of the Arts work and storage space. Library & Cultural Arts Director, Heather Pizzuto will be attending the next Friends of the Arts meeting to further discuss their concerns.

CHAIR'S REPORT

Chair Schmidt attended the Carlsbad sign lighting ceremony and the recent goal setting workshop of the City Council.

MANAGER'S REPORT

Manager Kitch reported that Foreign Film Fridays have been very successful. The Schulman Auditorium has been filled to capacity and more than 50 people had to be turned away from the most recent film due to lack of seating. Because of the great attendance numbers, the Cultural Arts Office will show each movie simultaneously in the Schulman Auditorium and Gowland Meeting Room for the next 3 films. On Mar. 20, they will have two showings of each film, one at 4 p.m. and the other at 7 p.m.

The most recent Family Open Studios at Dove Library had over 200 participants.

The department recently received two donations from former Carlsbad residents which total over \$66,000, one from Jill LeCroisette and another specifically for Cannon Gallery from Patricia White.

Over 100 people attended the most recent reception in the Sculpture Garden.

Manager Kitch continues to work on hiring a new arts coordinator.

Kitch is preparing a new agenda bill and resolution to update and approve the public art ordinance Art in Public Places guidelines and definitions.

The budget for the next fiscal year is being developed. Commissioner Schmidt opines that the city should increase the budget to better serve the residents rather than hold on to such a large reserve.

The library art and artifact collection is being evaluated and inventoried for keeping or deaccession from the library collection. Some items may be donated to the Friends of the Library for sale.

The Cultural Arts Office has a new partnership with the Flower Fields. Tonya Rodzach will be designing the visual arts experience for the students who attend programs at the Flower Fields and the program will be funded by the Flower Fields.

TGIF planning is underway.

FRIENDS OF THE ARTS REPORT

None

COMMISSION COMMENTS

Commissioner White has been added to the board of the Carlsbad Chamber of Commerce and will sit on a number of committees encouraging the arts in the business community. He also reported that New Village Arts Theatre is doing well. Their gala will be held Mar. 21, 2015.

Commission Markovits represents the Arts Commission on the finishes and furnishing committee for the library remodel. They decided on carpeting and paint colors for both library facilities. The committee tried out

chairs and other furnishings. The public will have an opportunity to give their input by trying out furniture which will be on display at the Dove and Cole libraries. The next meeting will discuss furniture fabric. Commissioner Alter attended the North County Arts Network and reported back on statistics. He also attended Family Open Studios and mentioned that Mainly Mozart, funded by Community Arts Grants, will occur this weekend.

Commissioner DeForest would like to offer a service to the city to help people in grant writing by giving a seminar. Manager Kitch reported that the Cultural Arts Office already has a seminar for grant writers. Commissioner DeForest would like to see if the Cultural Arts Office would put links to other art resources on the webpage. Manager Kitch said he would ask the city communications department if this is an option.

PUBLIC COMMENTS

None

ADJOURNMENT

Commissioner Schmidt adjourned the meeting of the Arts Commission at 11:10 a.m.

Respectfully submitted,

A handwritten signature in cursive script that reads "Sandra Riggins".

Sandra Riggins

Sr. Office Specialist